



Northern Utah+

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# Looking Back

# Statewide Strategy

## A Native driven strategy:

- Off-site Native content
- On-site Native content
- Longform YouTube

## Audience Focus:

- Geographic Targeting: Regional Markets (Colorado, New Mexico, Arizona, Wyoming, Montana, California, Texas, Idaho, Nevada)
- Behavioral Targeting: Travelers actively planning similar trips, activity based tactics.
- Contextual Targeting: Alignment of promoted native content alongside contextual relevant articles.

[illegible]

# Statewide Campaign Summary

- Twelve native articles and five longform videos generated over 44.8 million impressions, resulting in 265k statewide pageviews.
- Monitored a 7% lift in intent to vacation in Utah after being exposed to our longform video More than Ashley.
- We tracked hotel searches which resulted in 73k hotel bookings for a total estimated hotel revenue of \$20.4M in hotel revenue.

## Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Los Angeles, CA, US	14.5
2	Denver, CO, US	11.3
3	San Francisco Bay Are..., CA, US	7.9
4	Phoenix, AZ, US	7.1
5	Las Vegas, NV, US	5.9
6	Salt Lake City, UT, US	5.9
7	Dallas-ft Worth, TX, US	4.8
8	San Diego, CA, US	3.1
9	Houston, TX, US	2.7
10	Sacramento, CA, US	2.5





# Statewide Campaign Summary

## Five Offsite Native Articles:

- CTR: **0.95%** | 0.65%
- Average Time on Content: **103 sec** | 30 sec
- CTA Rate: **4.85%** | 2.00%

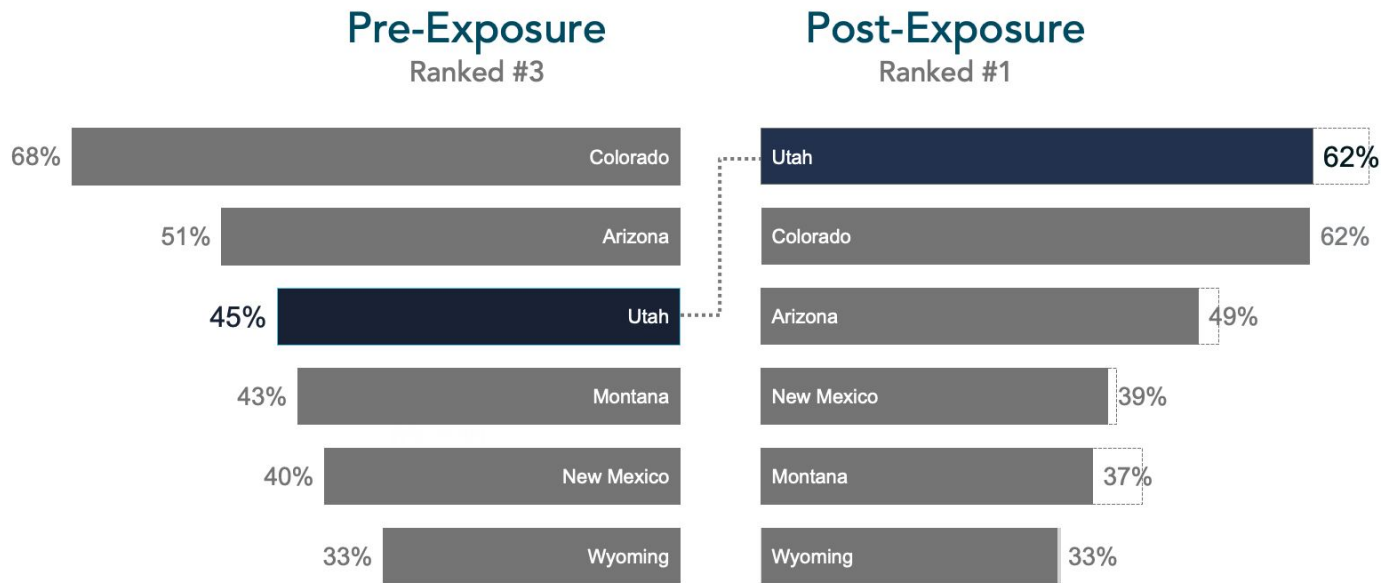
## Seven Onsite Native Articles:

- CTR: **0.68%** | 0.26%
- Average Time on Content: **87 sec** | 71 sec



# Statewide Campaign Summary

Pre-Exposure vs Post Exposure Consideration of Utah as a Travel Destination:



# Statewide Campaign Summary

Some comments left by our readers:

“

The author was exceptionally descriptive, and I easily imagined everything the author had described, from the beautiful landscapes, to entering hell. It was entertaining and kept me eagerly reading. It also completely changed my view of Utah.

”

“

The story and pictures gave a compelling reason to visit Utah that I didn't originally know existed

”

“

I love how it told me the different parts and also broke down the best things that I would never think to ask about when visiting new places

”

“

I liked the perspective given and the different experiences that are offered. Makes me want to go see the natural places in Utah

”

# Urban Strategy

## A Native driven strategy:

- Off-site Native content
- On-site Native content (different network)
- Display Retargeting (keeping Utah top of mind post native content exposure)
- Longform YouTube

## Audience Focus:

- Geographic Targeting: Los Angeles, Phoenix, Boise, Bozeman, Denver, Boulder, San Diego, Santa Fe, Reno, Dallas, Houston, Austin, San Francisco
- Behavioral Targeting: Travelers who are drawn to cities of similar sizes and who might be enticed by Utah's outdoor adventures nearby. Travelers from nearby drive markets who see the Wasatch front as their best option for urban offerings.
- Contextual Targeting: Alignment of promoted native content alongside contextual relevant articles.

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# Urban Campaign Summary

- Twelve native articles and eight longform videos generated over 45.7 million impressions, resulting in 193k urban pageviews.
- We tracked hotel searches which resulted in 41k hotel bookings for a total estimated hotel revenue of \$13.1M in hotel revenue.
  - Average ADR: \$148
  - Average Length of Stay: 2.4 Days

## Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Los Angeles, CA, US	16.8
2	Denver, CO, US	13.5
3	San Francisco Bay Are..., CA, US	10.3
4	Phoenix, AZ, US	9.0
5	San Diego, CA, US	6.4
6	Dallas-ft Worth, TX, US	5.9
7	Salt Lake City, UT, US	3.4
8	Boise, ID, US	3.2
9	New York, NY, US	2.2
10	Austin, TX, US	2.1

## Standout Article Northern Utah


**Fodor's Travel** DESTINATIONS CRUISES NEWS & FEATURES STORE FORUMS TRIP IDEAS

**EXPLORE OGDEN** VISITUTAH.COM

### Looking For an Artistic Getaway Outside the City? We've Got You Covered

By Visit Utah


By Rachel Moseley, Utah Cultural Alliance



Northern Utah is known for mountains, cheese and trout. You may have talked to the Wind Caves in Logan Canyon, visited the "Cathedral of the Rockies" (Great Salt Lake), enjoyed cheese from Cache Valley, and camped in the Uintas, but have you ever explored the historic streets and theaters of Ogden and Logan? Tucked the music and festival scene! Through known for its often quieter, quieter landscapes, there is so much to explore and do in Northern Utah's Ogden and Logan — take time on your itinerary to check out some of our OGDEN AREA.


Located just north of Salt Lake City, Ogden is a hidden gem in Utah. Nestled between the Great Salt Lake and the Wasatch Front you don't want to miss out on the following cultural experiences.

#### Antelope Island and Spiral Jetty



At 13 feet wide and 1000 feet in colored length, the Spiral Jetty is an earthwork sculpture near the edge of the Great Salt Lake which has lasted over 50 years. Just across the water in Antelope Island, where you can find free ranging bison among other native Utah wildlife.

#### Historic 25th Street



Historic 25th Street — sometimes referred to as "Two-Fif Street", "Two-Five Street", or "Is Two-Five" — is home to Ogden's Farmers Market throughout the summer, each month's Egg Festival, All-Street, and the setting for the majority of the city's festivals such as the Harvest Moon Celebration, Whitehouse, and the Wasatch-Yukon Beach.

Check out the Mosaic

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**FODOR'S TOP NEWS & FEATURES**

- 20 Ultimate Things to Do in Los Angeles
- 20 Ultimate Things to Do in New York City
- 10 Things to Do in Orlando Besides Theme Parks
- 10 Things to Do in New York City
- 20 Ultimate Things to Do in Chicago

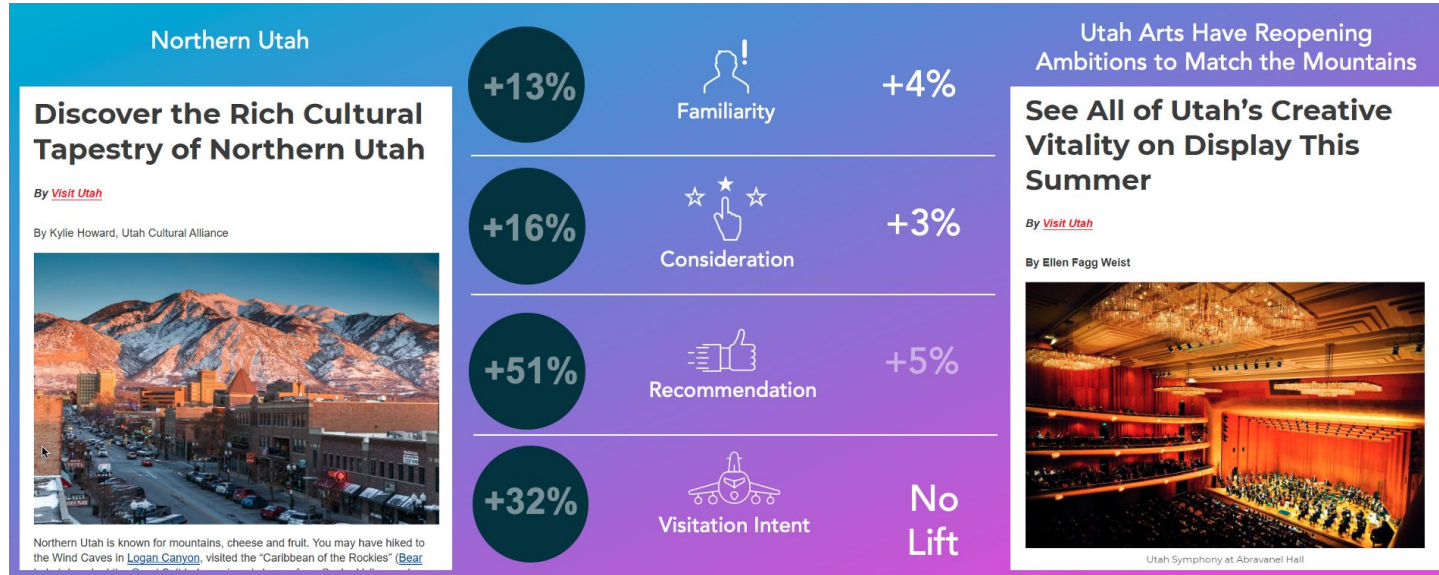
# Urban Campaign Summary

## Six Offsite Native Articles Utah Cultural Alliance:

- CTR: **0.36%** | 0.65%
- Average Time on Content: **74 sec** | 30 sec
- CTA Rate: **2.90%** | 2.00%

## Six Onsite Native Articles:

- CTR: **0.33%** | 0.26%
- Average Time on Content: **89 sec** | 71 sec



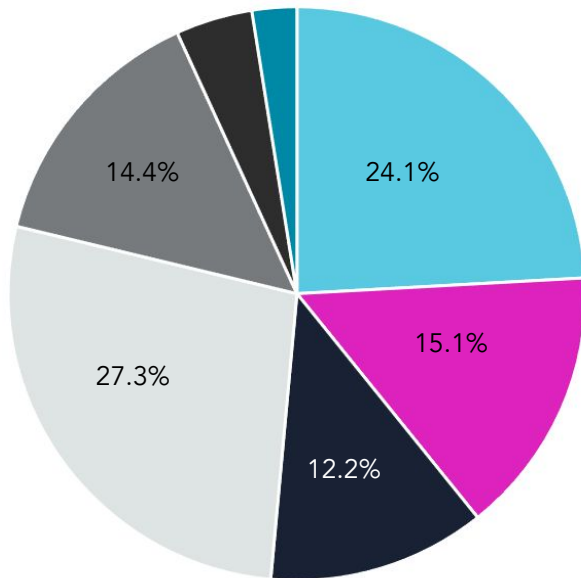
# Urban Campaign Summary

For travelers looking to visit urban destinations, what are their top motivators?



# Urban Campaign Summary

"Which part of Utah are you planning to visit?"



■ Salt Lake City ■ Ogden ■ Provo ■ Park City ■ Logan ■ Other ■ Undecided/No plans to visit yet

Consider these polls to gauge new reader sentiments in future campaigns:

- Do you feel like you know more about things to do in [Ogden/Logan/Provo etc.]?
- Would you plan a trip to Utah's cities after reading this article?

# Urban Campaign Summary

Some comments left by our readers:

“

Its listing of all the various things to do in the Ogden and Logan area was very informative, I had no idea any of those options were available in Utah. The Monarch seems like something I definitely want to check out.

”

“

I like learning more information about Utah I used to only ever see it as a hiking and outdoor destination but the incorporation of the arts and musicals and performances at outdoor venues is a fantastic idea

”

“

It showed a different side of Utah and talked about a lot of what was going on with the art scene in the different festivals. Plus, the pictures looked amazing

”

“

The article introduces lots of new attractive tour points after Covid-19, which provides me some helpful suggestions on my next trip to Salt Lake City

”



# Current Story

# Visitutah.com

## Key Landing pages:

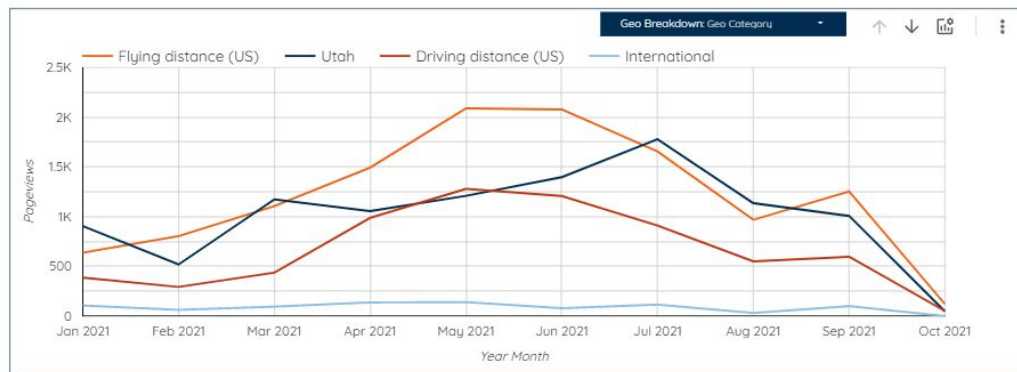
- [Northern Utah](#)
- [Urban Experiences](#)

## Videos:

- More Than Just Forests videos: Fishlake, Ashley, UWC
- [A Table For All](#)

## New storytelling:

- [Good Roots: The Faces of Utah's Food Culture](#)
- Shoshone storytelling



	Metro	Sessions	% Δ	Pageviews
1.	Salt Lake City UT	4,997	14.5% ↑	11,556
2.	Los Angeles CA	1,021	-21.6% ↓	2,540
3.	(not set)	930	2.4% ↑	2,200
4.	San Francisco-Oakland-San Jose CA	412	-9.3% ↓	1,119
5.	Denver CO	505	30.2% ↑	1,107

Local traffic to Northern Utah page dominating, organic search at top

Urban a growing driver of traffic with increased visibility, reputation

# Organic Search

- Last year, we saw an increase in traffic and new rankings for monitored keywords.
- We will put the focus on regionally relevant destinations and activities that show search intent for new content and optimizations.

19%

**Increase in Average Ranking Position**  
for all monitored Urban target keywords

62%

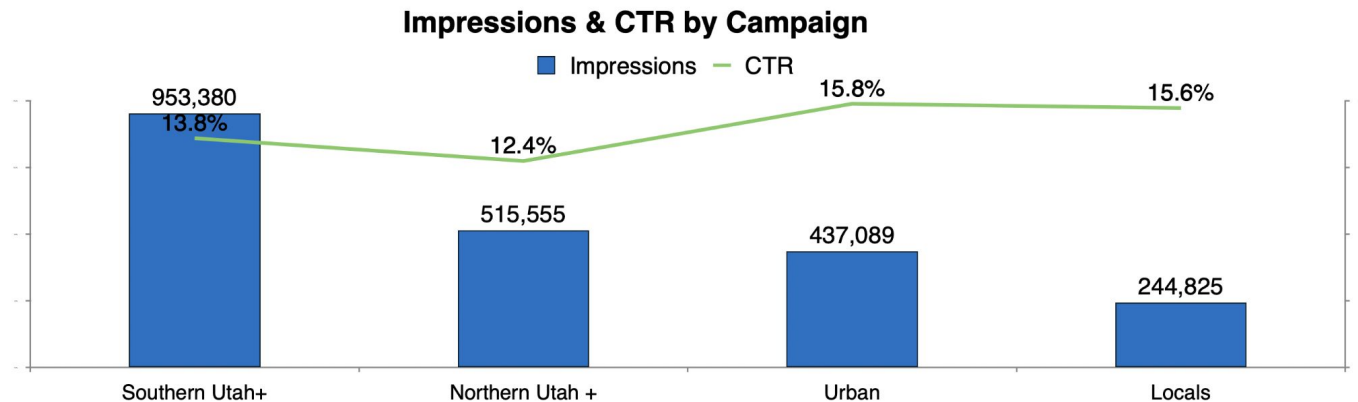
**Growth in organic Cities & Towns**  
**page entrances** compared year over year

4-5<sup>th</sup>

**Ranking for** "Ogden", "Park City",  
"Provo", and "Salt Lake City"

# Paid Search

- Urban showing highest CTR (Southern Utah more impressions with budget)
  - Opportunity to grow urban budget, better define Northern Utah
- Regionally relevant search terms and page optimizations
- Unique PPC structure allows better control over geographic targeting and budget allocation.



# Public Relations

- Recent coverage
  - Good Morning America: Exploring Utah as it Reopens Amid the Pandemic
  - Texas Lifestyle Magazine: A Monumental Road Trip From Salt Lake City
  - Fall Foliage:
    - Pursuitist.com — Heber Valley (Wasatch Mountain State Park)
    - Fodors.com — Guardsman Pass
- Current pitches and virtual desksides
  - Love for winter extends beyond mountains
  - Home base for adventure
  - Unexpected culinary & personalities
- Spring In-market Utah U media FAM planning

**Fodor's**Travel

## Guardsman Pass Scenic Byway, Utah

The drive from [Park City](#) to [Midway](#) in the [Heber Valley](#) takes less than one hour by car, but during autumn expect to spend longer to make the most of the numerous scenic turnouts and photo ops along the way. Fiery red oak trees and golden aspens line the route along this scenic mountain pass, where a 9,700-foot elevation puts travelers at the ideal viewpoint above the verdant alpine meadows and hot pink hues found in [Wasatch Mountain State Park](#).

**When to Go:** The leaves begin changing colors in September, but they are at their best late September through early October along this scenic mountain pass.

**Where to Stay:** The [Waldorf Astoria Park City](#) is set among more than 7,300 acres of scenic mountain terrain. Take in the cool mountain air along the more than 300 trails that wind through the resort's acreage or warm up by the 300-year-old marble fireplace inside this grand alpine lodge.



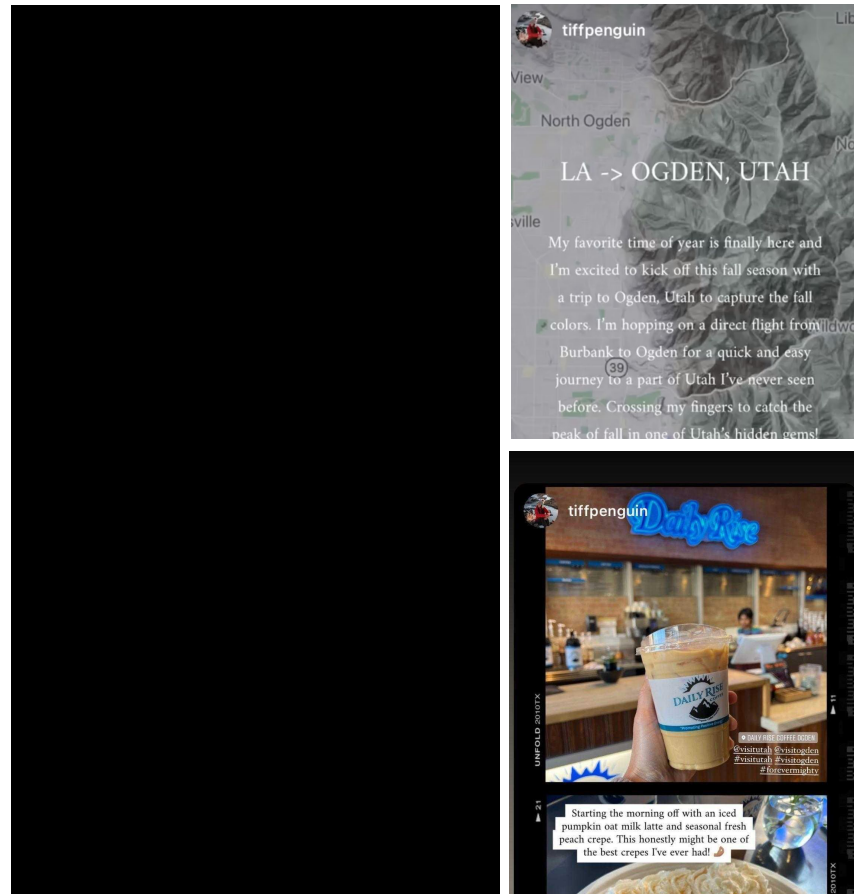


# Influencer Collab with Visit Ogden



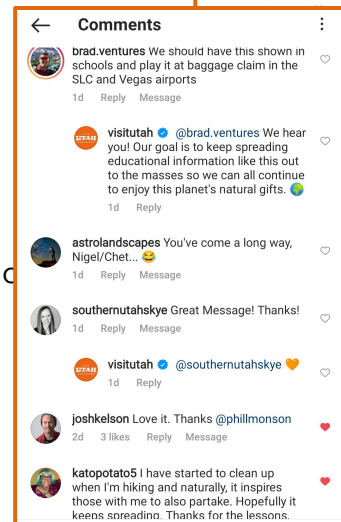
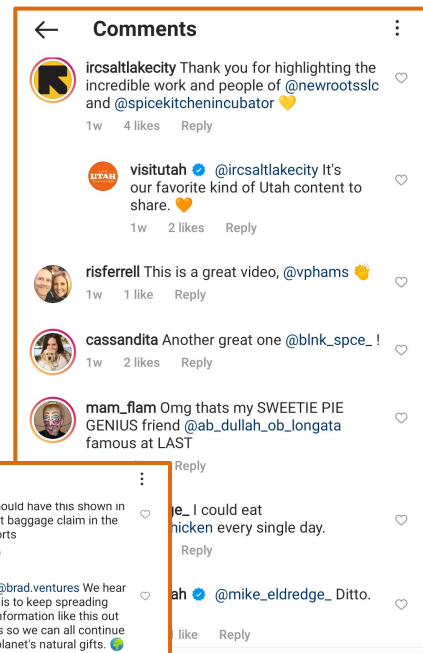
**Tiffany Nguyen**

- Return trip at end of Sept (previously visited Feb 2021)
- Showcased metro-to-mountain experience in Ogden, fall colors and direct flight to Ogden via Avelo airlines
- Co-planned trip with Visit Ogden



# Let's Talk Utah Season 2

- Series goal:
  - Promote dialogue and shared enthusiasm among a wide community of those who love living in and traveling to Utah
- Season 2 episodes all filmed in Northern Utah:
  - Food Diversity in Salt Lake
  - Adventuring Responsibly
  - Arts and Culture in Utah
  - Debunking Myths of Utah's Liquor Laws
  - Accessibility to the Outdoors
  - Indigenous Culture in Utah
- Changes from Season 1:
  - Sparkloft lead producer; scaled back to 6 episodes
  - Vetted talent via Instagram who have known on-screen experience
  - Distributed both on Instagram + Facebook on same day
  - Selected topics based on common misconceptions about Utah
  - Increased focus on Forever Mighty



## Let's Talk Utah Season 2



# Roadmap

# Questions, Challenges and Opportunities

- Do people know what northern Utah has to offer and choose to visit competitive destinations, or is there a lack of awareness about the offering itself?
- What are different northern Utah DMOs currently doing for marketing efforts? How can we complement their work, not duplicate it?
- What are some of Northern Utah DMOs' biggest challenges
- Community readiness
- How does seasonality impact the region
- "Northern Utah" encompasses a wide range of places and available experiences, so we'll need to find something to tie them all together.



# Discovery

- Review previous Urban and Statewide efforts—what have we learned, what do we want to continue, what do we want to change?
- Audit of current content that supports the Northern Utah region.
- Review any available research addressing Northern Utah travel patterns, audiences, and other insights to inform our marketing strategy—what research gaps exist that we might need to address?

# Research

UOT interviews with key stakeholders to uncover challenges, opportunities, goals, insights, and ideas.

Potential primary research to better understand Northern Utah travelers and travel patterns, answering questions like:

- How will we define “Northern Utah”?
- Who is our target audience?
- What activities should we promote?
- What’s the right balance of arts/culture, urban, and outdoor offerings?
- When do we market?

# Strategy

Translate discovery and research into key takeaways and develop a high-level strategic approach, informing how we support Northern Utah.



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**UTAH**  
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